

LEO BURNETT U.S.A.  
A DIVISION OF LEO BURNETT COMPANY, INC.

FO4  
Printed in U.S.A.

ADM 101-A2-REQ# N-94748-"DYNAMITE-50¢ OFF"-Page B/W-(5 5/8" x 7 3/4") TV GUIDE, 1987



We bet  
Cambridge taste will  
blow away generics!



Taste 'em yourself!

50¢ off a pack

Good on any style of Cambridge.



Taste breakthrough,  
generic price!

12 mg "tar," 0.9 mg nicotine av. per cigarette (FTC method)

© Philip Morris Inc. 1987  
MS suggested retail price

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

G. Miller/M. Caulfield/B. Colbert/K. Carter/D. Klaproth/J. Dennett



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Source: <https://www.industrydocuments.ucsf.edu/docs/ptnx0001>

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